

The Scenario: Milk and Cookies FTW!

Business Challenge: You are a UX design team. You've been given the challenge of creating a new web application to get milk & cookies to people. (www.milkandcookiesnow.com.)

The big vision is to **get milk and cookies** (m&k) to people who need them, and **deliver within the hour**. All the supply and delivery mechanics are worked out and ready to go. Now you need a web presence for selection, ordering, payment and delivery confirmation.

Product Values: **User-centered, unique, fun, personal, easy-to-use, quick, engaging, has a sense of humor**

Initial launch goal: **Provide a way for people to order milk and cookies online.**

- Fast and easy ordering, with a great user experience
- Delivery within an hour, and you can set a specific time for delivery
- Offer multiple payment methods: pay with account, credit card, PayPal
- Provide offerings for a variety of preferences and dietary needs (*Milk*: different types of milk; *Cookies*: chocolate chip, peanut butter, chocolate, Oreos; *Dietary needs*: vegan, gluten-free, low-cal; *Sizes*: small or large servings)
- Deliver single-servings or for groups up to 1,000
- Provide delivery to an address (street, apartment or office)
- Order m&k for yourself or for others (think 1-800-flowers for m&k)
- Track deliveries (think UPS for m&k)
- Provide delivery confirmation in a way that engages people

Midterm goal: **Make it a truly unique service that fits in with people's lives**

- Personalized experience (preferences for orders, payment method)
- Subscriber services (get m&k once a week, etc.)
- Stories blog for m&k experiences (curated by m&k staff)
- Extend to schools, government and daycare centers

Long-term goal: **Make milk and cookies ubiquitous, and extend the brand offering**

- Connect with social media (Facebook widget, blog plug-ins)
- Provide ordering from anywhere (desktop app, mobile application, SMS ordering, voice/phone orders)
- Delivery to a location without an address (public parks, street corners, in-flight airplanes)
- Create a community around milk & cookies
- Additional offerings through separate, branded sites (chickensoupnow.com, romanticpicnicfor2now.com, etc.) that use the same infrastructure and user experience model.

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User Stories: *User stories illustrate how the service works in people's lives. Note that some product features in these stories are for future development...not part of the first release.*

User Story #1 Jenny gets rewarded

Jenny is a software developer at SoftCo, a major enterprise software company. She's been heads-down all week to finish a feature. It's Thursday, and Joe (the program master) wants to get something special that won't distract her, but that will let her know how much she's appreciated. Jenny hates flowers and chocolate. But she loves milk and cookies.

Joe goes to *milkandcookiesnow.com* and orders cold rice milk and 4 small vegan chocolate cookies. SoftCo has a corporate subscription, so he pays with the company account. 25 minutes later he gets a text message that the delivery has arrived. The m&k is delivered to Jenny in room #4562 of the SoftCo campus. When it's delivered, she gets a text message with a note from Joe, saying how happy he is with her work and cheering her on.

On Friday, Jenny gets an email follow-up to let her know that SoftCo has a company account, and to invite her to register at *milkandcookiesnow.com* and set her m&k preferences for future orders.

User Story #2 Rafael gets some personal time

Rafael is a full-time Dad to 4-year-old twins Kaj and Hank. Every Friday at 2:30pm, he watches *Gunslinger Dads*, his favorite TV show. Unfortunately it comes on right after the kids get up from their nap. To give them something special (and to keep them quiet while he's watching the tube) he sets up a repeating order for *milkandcookiesnow.com*.

Every Friday at 2:25, the m&k are delivered. The doorbell in their urban apartment is really loud, so he relies on his Blackberry buzzing to get the alert. Kaj is allergic to flour and is lactose intolerant. Hank likes surprises and gets bored with routine, so the profiles on *milkandcookiesnow.com* need to accommodate these needs. Oh, and Rafael likes milk and cookies, too...

User Story #3 Carlos gets well

Carlos is home sick. His best friend Selina wants to cheer him up, but she's in meetings all day. She has 10 minutes to order him milk and cookies from her iPhone. She knows he's ordered from *milkandcookiesnow.com* in the past, but she doesn't know what he likes, so she wants to get him whatever he ordered last time. She knows his email address and roughly where he lives.

She goes to *milkandcookiesnow.com*, finds his public profile, and is able to quickly arrange for delivery. 55 minutes later, she gets a text saying that the delivery is complete, along with a photo of him smiling with the cookies and milk. 10 minutes after that, she gets a very sweet visual voicemail message from Carlos. At the end of her day, when she's back at her desk, she gets a follow-up email receipt and an invitation to register on *milkandcookiesnow.com* for future quick-ordering.

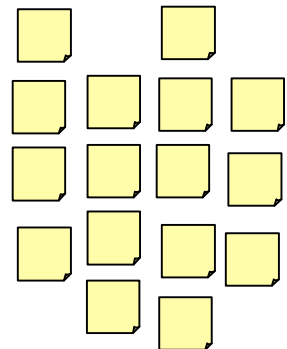
Activity 1 : Freelifing, Clustering and Bottom-up Tree

15 minutes

The challenge: Generate ideas for the *milkandcookiesnow.com* features and functionality. What features and functions need to be built for the business to be a success?

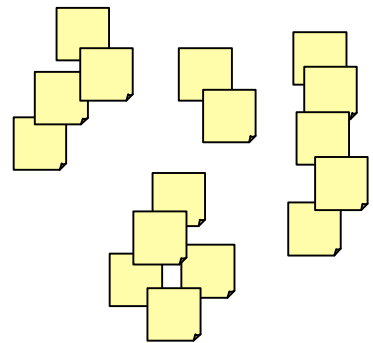
Freelifing 5 minutes

- Individually, write down your ideas of what product features, functions and interactions are needed to successfully build and launch the first release of the site.
- One thought or idea per note.
- You can also write down any barriers or obstacles you think you may encounter.
- Do this work independently...aim for about 10-15 stickies per person.
- Stick them to the center of the table, spread out in random order.



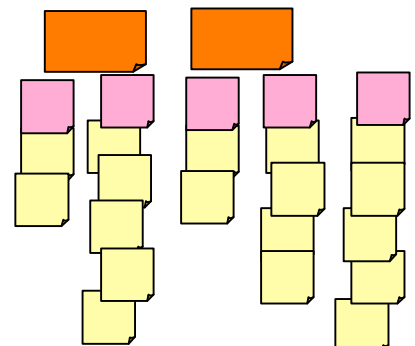
Clustering 5 minutes

- As a team, cluster the stickies.
- Group like things with like things. Use your gut.
- Use the center of the table to cluster stickies together.
- If you get a big group (10+ stickies) look for ways to subdivide it.



Labeling/Bottom-up Tree 5 minutes

- Using a different color sticky, name each group.
- Can you group groups?
- Put a label on groups of groups.
- What patterns are surprising?



Activity 2 : Top-Down Tree

15 minutes

The challenge: Explore the benefits to the site user. What is the deeper purpose of the feature on *milkandcookiesnow.com*?

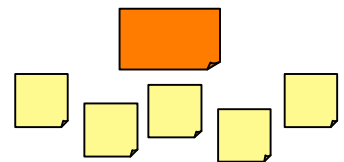
Selection 1 minute

- As a group, pick one of the top labels. This is the feature idea that you are going to explore.



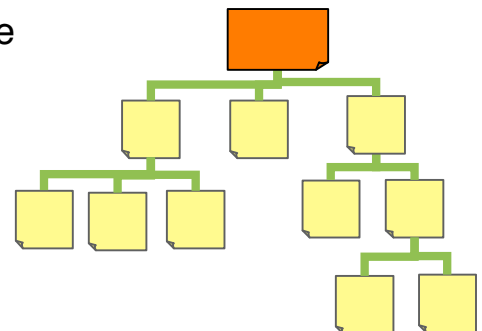
Getting started 3 minutes

- Ask the question: **Why is this feature needed / important?**
- Write each answer down on a sticky. One thought or idea per note. Place the stickies below the top label.
- Aim for at least 5-6 stickies.



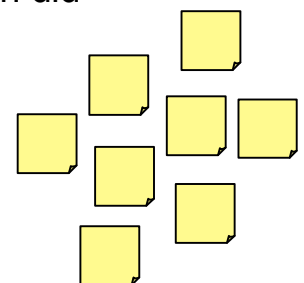
Delving Deeper 7 minutes

- Ask the question again, this time working through the stickies you just made.
- Put the “answer” stickies underneath the sticky that prompted the answer, so that a tree develops.
- Try to get down to 3 levels, each with at least 4-6 stickies at each level



Revising the features 4 minutes

- As a team, step back and review the tree. What new information did you uncover?
- Are there new feature/function stickies you need to add to your feature clusters? Go ahead and add them now.
- What other top labels would be good to explore in this way?



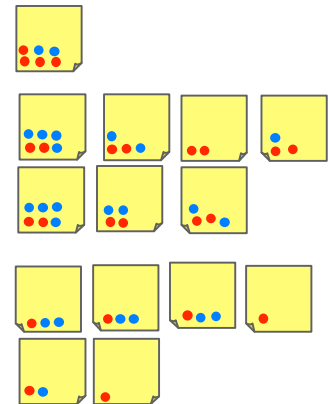
Activity 3 : Dot-Voting and Swap-Sort

10 minutes

The challenge: Identify top priorities. What do you need to build first to make *milkandcookiesnow.com* a success?

Dot-Voting 3 minutes

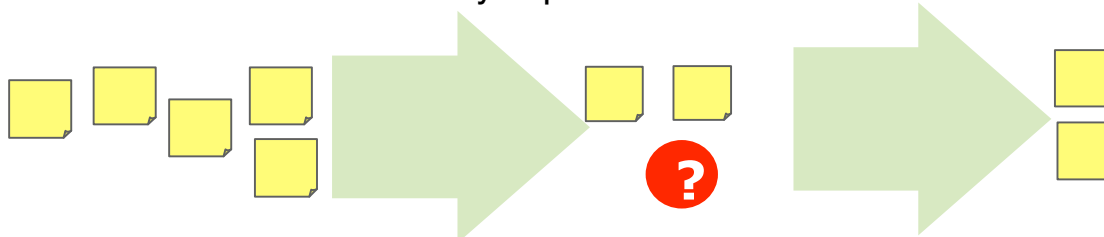
- Everyone in the group gets 5 dots to vote with.
- Look back at your original labeled feature clusters. Vote for the features you think are most important to launch first.
- Each person marks their vote by placing a dot on a sticky. You can use multiple dots on one sticky if you choose.
- Do this work independently. Everyone votes at the same time.
- When everyone is done voting, place the stickies in rows, with the most-votes at the top.



Swap-Sort 7 minutes

- Pick the 5 stickies that got the most votes.
- Take 2 notes and compare them. Which one is better based on this criteria? Put the preferred one on top.
- Take another note and compare it with the top note. If the new note is more important, put it on top. If not, compare with the note beneath it. If it's more important, move the 2nd one down and place it between the 2 notes. If it's less important, but it at the bottom of the list.
- Continue with each new note. Start the comparison at the top of the column, and continue until the sticky is placed in the column.

Criteria:
milkandcookiesnow.com
 1) is a unique experience
 2) has a sense of humor



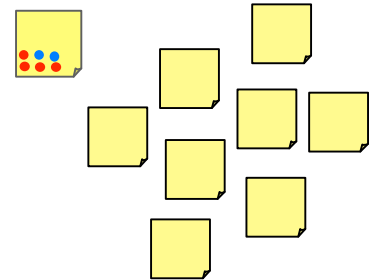
Activity 4 : Action Plan

to look over and think about

The challenge: Make a plan. Who does what (and when) to make *milkandcookiesnow.com* a reality?

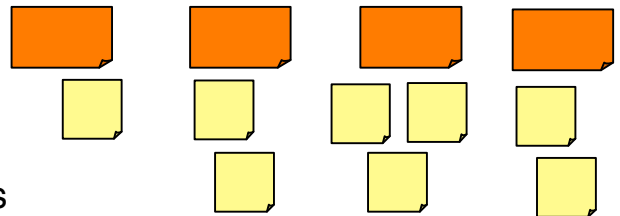
Action Planning 5 minutes

- Take the top feature from the ordered list of priorities.
- Freelist tasks that need to be done to build the feature. (Refer to *Activity 1* for details on freelisting.)



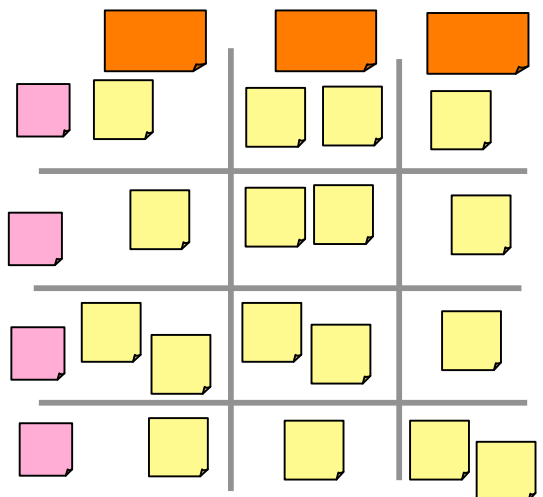
Identifying timing 5 minutes

- Make a set of large stickies for timing: week 1, week 2, week 3, week 4.
- Go through the detail stickies and identify when the work needs to start. Sort the tasks underneath the timing stickies.



Assigning roles and tasks 5 minutes

- Make a set of different colored stickies for each member (or role) on the team. Lay these out in a linear column to the left of the timing stickies.
- Working within the timing columns, sort out tasks by member. Work as a team to move the notes so that tasks are aligned by week and by role. You're creating a matrix of tasks by timing and team members.
- Note that you may need to move whole groups around to get the space you need. Don't worry about being neat...focus on getting the right tasks associated with the right timing and team member.



Activity 5 : Make a blueprint for success**20 minutes**

The challenge: What do we need to know to make our participatory activities *wildly* successful?

1 Working as a group, do freelisting on these three questions...

Issues you've encountered**3 minutes**

What issues have you encountered when...

- Facilitating participatory activities?
- Participating in facilitated group activities?

Solutions you've used**3 minutes**

What solutions have you used or observed when...

- Facilitating participatory activities?
- Participating in facilitated group activities?

Getting to great**4 minutes**

What makes a group participatory activity go from **good** to **great**?

2 Now as a team, cluster the answers into 3 affinity diagrams.
Don't forget to label the clusters! **10 minutes**